



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: California Smoke-Free Cities 1994 Leadership Award

MEETING DATE: October 5, 1994

PREPARED BY: Kirk J. Evans, Administrative Assistant to the City Manager

RECOMMENDED ACTION: None required.

BACKGROUND INFORMATION: The City of Lodi has played a significant leadership role in eliminating smoking in public places. California Smoke Free Cities describes Lodi as the first city in California to require restaurants to be 100% smoke-free. Lodi's Smoking Pollution Control ordinance set a precedent as well as a standard for cities across California and the United States to follow. It is interesting to note the City of Lodi and Los Angeles were considered for this award at the same time; Los Angeles is also receiving this award. When Los Angeles staff were informed of this honor, they had to be assured that Lodi would also receive an award. The California Smoke-Free Cities 1994 Leadership Awards Program honors 22 California cities that have been at the forefront of the shift from health damaging to health promoting environments. Representatives from California Smoke-Free Cities will be available to present this award, and a video will also be shown.

FUNDING: None required.

Respectfully Submitted,

Kirk J. Evans
Administrative Assistant to the City Manager

CCCOM002/TXTA.TLP

APPROVED

THOMAS A. PETERSON
City Manager



RECYCLED PAPER

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City Manager's Office FAX

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FROM

Nick Peterson

California Smoke-Free Cities
HEALTH PROMOTION SECTION
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Date:

August 2, 1994

Number of Pages Including This Cover Sheet: 3

Please Call When Fax is Received ☐ YES ☒ NO

COMMENTS:

Thank you for your help
of you have any questions after
reading the letter please contact
me or myself. Anne informs
me that Randy Snider will be featured
in the video with a Everett Keep & Carol
Brown.

TO

NAME:

Thomas A. Peterson

ORGANIZATION:

City Manager

PHONE:

(209) 333-6700

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(209) 333-6807

CALIFORNIA HEALTH

AUG 03 '94

City Manager's Office



July 3, 1994

Jack Sieglock
City of Lodi
221 W. Pine Street
Lodi, CA 95240

Dear Mayor Sieglock:

On behalf of the California Smoke-Free Cities Advisory Committee I am pleased to notify you that the City of Lodi has been chosen to receive a California Smoke-Free Cities 1994 Leadership Award. California Smoke-Free Cities is sponsored by the California Healthy Cities Project in partnership with the League of California Cities and Americans for Nonsmokers' Rights, managed by the Western Consortium for Public Health, supported by the Department of Health Services using funds generated by Proposition 99.

The City of Lodi was placed in nomination for this award by the San Joaquin County Public Health Services and the Gold Country Tobacco Prevention Coalition based on the leadership demonstrated by the Council through the passage of a smoke-free ordinance and the strength displayed in the face of opposition to such an ordinance. Twenty-two cities from a field of sixty nominations were selected by our Advisory Committee for this award.

To honor your city for its leadership in tobacco control, a representative from the California Smoke-Free Cities partnership will present your council with a commemorative award at a city council meeting, scheduled at your convenience, during the months of September or October. In an effort to draw as much media attention as possible to this event, we have arranged for the production of a video news release that will feature messages from former Surgeon General C. Everett Koop and Environmental Protection Agency Administrator, Carol Browner. In this video your city will be cited for its leadership in protecting the public's health from environmental tobacco smoke. The video will be transmitted to all television stations in the United States and will be pitched to all the local stations serving your city. Your city will also receive a copy of this video to use on local cable television and to use for publicity purposes. Ideally the tape will be aired in conjunction with local media coverage of the recognition event in your city. Your city will also be featured in a specially designed brochure that will be distributed statewide.

In the near future we will contact you to arrange a date and time for the presentation ceremony. We will be working closely with your county health department and other supporters of the city's

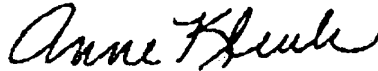
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| Post-It™ brand fax transmittal memo 7871 | | # of pages > 2 |
| To: Tom Peterson | From: Anne Klink | |
| On: | On: | |
| Dept: | Phone: 916 322-1528 | |
| Fax: (209) 333-6807 | Fax: | |

• Health Promotion Section
• P.O. Box 942722
• Sacramento, CA 95294-2722
• (916) 324-7817/7813
• ATSS 2/483 7817
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ordinance to insure a handsome attendance at the presentation event.

I would like to extend congratulations to you on behalf of all the California Smoke-Free Cities partners, the Department of Health Services and the Western Consortium for Public Health. We applaud your city's effort to address the public health issue of tobacco use, and we look forward to working with your city administration and community supporters to create a celebration of your accomplishment.

Sincerely,



Anne Klink
Project Coordinator
California Smoke-Free Cities

cc: City Manager

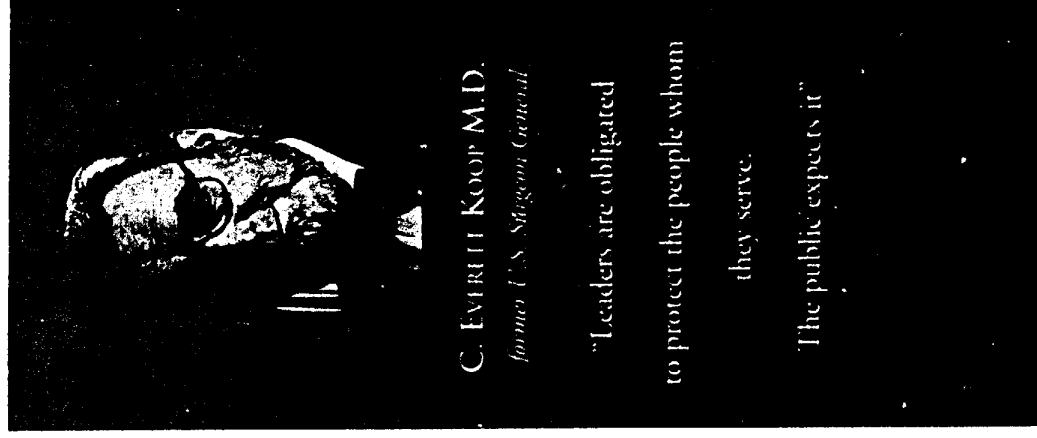
AUBURN

Auburn was the first city in Placer County and among the first six cities statewide to adopt a strong smoking pollution control ordinance. In early 1991, city council members voted unanimously to provide 100% smoke-free workplaces and restaurants despite opposition by some local businesses. Without the benefit of economic impact studies, the city council of this small Sierra foothills community steadfastly maintained that the ordinance addressed an important public health issue. By virtue of its pioneer status, Auburn later became the subject of early research demonstrating the lack of negative impact of smoke-free ordinances on restaurant sales.

CHINO HILLS

With barely enough time for the ink to dry on its new letterhead, this recently incorporated city learned how fiercely the tobacco industry will fight to prevent local governments from serving their constituents.

Through a front group, the tobacco industry infiltrated this unsuspecting community. The industry's intrusion was quickly exposed by the mayor, then a novice to tobacco control. Taking a strong advocacy position, the mayor stated that the purpose of the smoking control ordinance was to protect children. In 1993, Chino Hills became the first municipality in San Bernardino County to pass a strong tobacco control ordinance.



smoke but also to protect youth. Council members restricted tobacco product sampling, use of coupons, and the location of vending machines. Despite strong protests and appeals that immediately followed, the council modified only a portion of the restaurant provision and retained provisions for smoke-free workplaces and most public places.

LAGUNA HILLS

Laguna Hills was the first city in Orange County to ban smoking in enclosed public places, workplaces and restaurants, and to ban tobacco vending machines. This new city, formed in 1991, made revisions to the county tobacco control ordinance one of the first orders of business. Months of deliberation led to unanimous passage of the ordinance. Later, the council successfully defeated an attempt by a tobacco industry-backed restaurant group to subject the ordinance to referendum. Laguna Hills has also encouraged other Orange County cities to protect the public's health by adopting similar tobacco control measures.

LATHROP

As in many new cities,

Lathrop's civic leaders wanted their city to get off to a healthy start. On its own initiative, the council acted "just to do the right thing" - adopting its tobacco control ordinance just two years after incorporation. In doing so, Lathrop became one of the first fifteen cities in the state, and the first city in San Joaquin County to require workplaces, restaurants and most enclosed public places to be smoke-free. Lathrop beat many larger, well-established cities to the punch, and provided a model of public policy for surrounding Central Valley communities.

smoking in bingo parlors, bowling alleys, and bars sharing the same airspace with restaurants. Taking a proactive approach, the city then advised all local businesses of its new ordinance. The actions of Fremont set the standard in tobacco control for surrounding cities.

HOLLISTER

Hollister assumed a leading role as the first local government in California's Central Coast region to pass a strong, comprehensive tobacco control ordinance. After a careful campaign to generate community support, Hollister not only acted to protect the public from secondhand

FREMONT

Alameda County's second largest city became the first in the county to require 100% smoke-free workplaces and restaurants. Recognizing that the mere separation of smokers and nonsmokers within the same airspace did not eliminate the dangers of secondhand smoke, Fremont became one of the first cities statewide to ban



a California Healthy City

CALIFORNIA SMOKE-FREE CITIES

1994
LEADERSHIP



Western Consortium for Public Health / CALIFORNIA HEALTHY CITIES PROJECT

LEAGUE OF CALIFORNIA CITIES / AMERICANS FOR NON-SMOKING RIGHTS

CHARTERED SMOKE-FREE SCHOOLS



LODI

In 1990, Lodi enacted a remarkable tobacco control ordinance, and may have since experienced every procedure possible in municipal regulation of tobacco: ordinance adoption, referendum petition drive, active referendum campaign, conviction of a local business for failure to post signs and an appellate court decision upholding the law. Led by the initially unsuspecting mayor, the community faced a storm of protests stirred up by the tobacco industry, labeled all such efforts meddling by outsiders, and resoundingly supported the ordinance. When the dust finally settled, Lodi had ostensibly become the first city in California to require restaurants to be 100% smoke-free.

LONG BEACH

Perseverance, that's Long Beach. In four years the council enacted two ordinances. The first was challenged, then adopted in revised form. The second, a more comprehensive ordinance banning smoking in most public places including restaurants and workplaces, was approved by 68% percent of Long Beach voters in 1994. The city restricts access to tobacco products by minors as well as advertising and promoting tobacco products. In persevering, the council acted in accord with the recommendations of the city's Quality of Life Committee.

LOS ANGELES

The whole world was watching when Los Angeles prohibited smoking in its 11,000 restaurants. Celebrity chefs waged a flamboyant media campaign to discredit the ordinance. But tobacco control in this, one of the world's largest cities, had a tenacious sponsor who had been fighting against the tobacco industry's "tactics of manipulation and propaganda to divert attention away from the health issue" since 1975. Although a tobacco industry sponsored court challenge has been filed, this important safeguard to the health of nearly 4,000,000 residents remains in place.

PARADISE

Who would have guessed that this small town in rural, independence-minded Butte County would be an early leader in tobacco control? Facing the threat of recall elections, the town council adopted a strong ordinance in June 1991. When the measure was put to the ballot, health concerns proved stronger than anti-regulation arguments. The voters approved the ordinance despite anti-ordinance forces having a 6 to 1 campaign funding advantage. The bitter, personal harassment of health professionals that occurred during the controversy foreshadowed struggles in other cities.

REDDING

Redding is the largest city in California's northern Sacramento Valley but it looms even larger in the annals of California's tobacco control history. Redding's implementation of Shasta County's comprehensive tobacco ordinance, even before an advisory vote, was an example of city-county cooperation at its best. Following Redding's lead, the county's other two cities also implemented the county ordinance making Shasta County the first California county to protect all of its citizens—even the imbibing, bowling, and bingo-playing ones—from secondhand smoke in all public places and workplaces.

ROSEVILLE

Roseville, the largest population center in Placer County, was one of the first California cities to effectively protect the public from environmental tobacco smoke. Engaging residents and business leaders in the policy making process, the city council built support for 100% smoke-free enclosed public places, restaurants, and workplaces. An acknowledged leader in promoting healthy lifestyles for its residents, the City of Roseville promotes community efforts concerning tobacco use prevention and cessation education.



SACRAMENTO

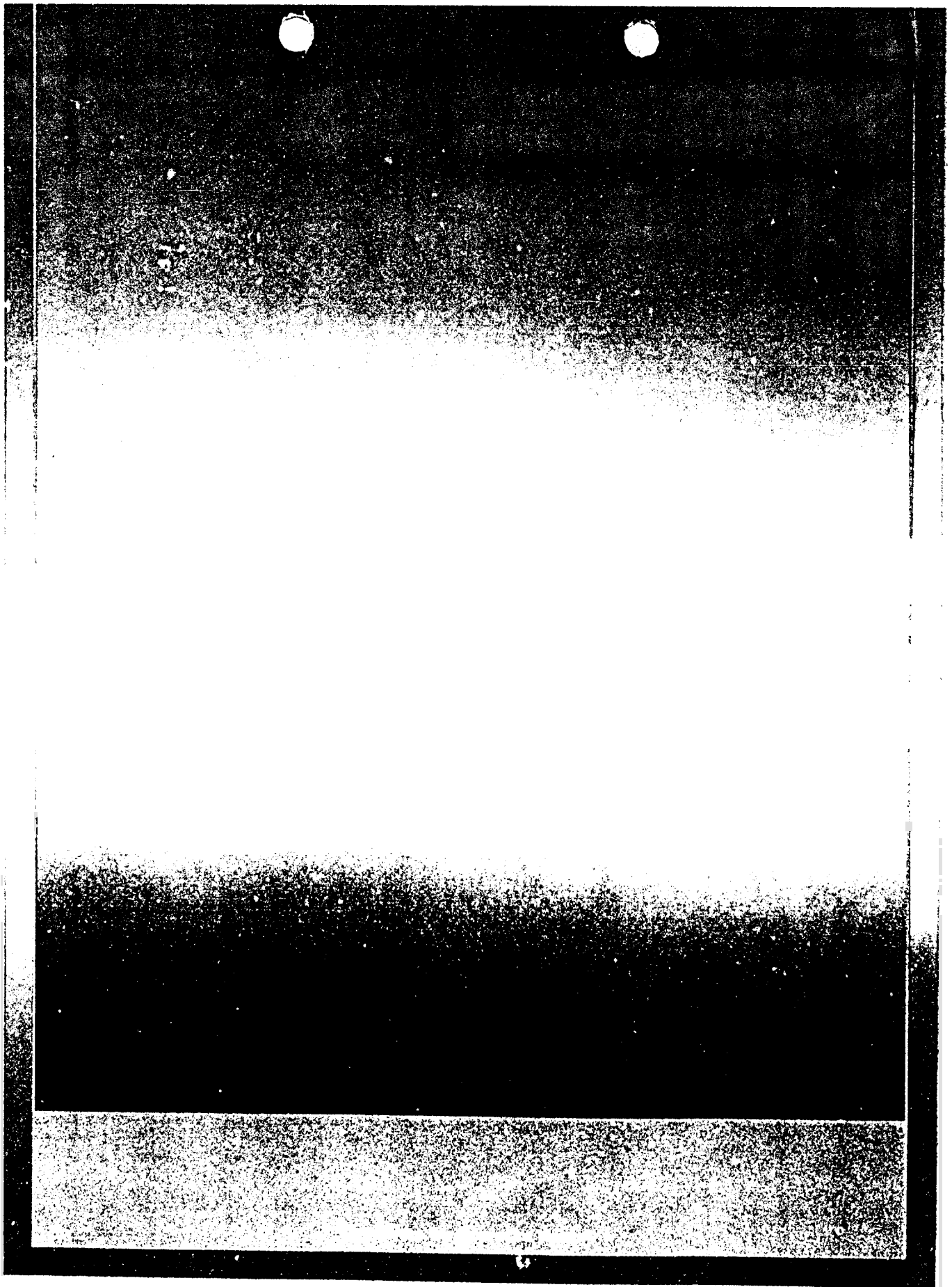
In the state's capital, the city and county tackled smoking regulation jointly through the existing city-county Environmental Commission. The city's smoke-free ordinance became effective first because the referendum petition drive funded by the tobacco industry was carelessly implemented and failed to qualify in the city though not the county. Sacramento's mayor called it "The sloppiest petition drive I have ever seen". The early campaign in Sacramento—it was 1990—highlighted the importance of the details of referendum procedures and gained wide publicity for the potentially disarming technique of providing a phase-in period for restaurants.

SALINAS

Decision makers in Salinas, an agricultural community and the largest city in the Monterey Bay region, recognized the potential impact of a strong tobacco control ordinance on nearby communities. Careful exploration of options led to a strong ordinance with surprisingly minor compromise. Restaurants and worksites were required to be smoke-free; restaurant bars would become smoke-free after a phase-in period; smoking in bowling centers—popular places with youth—was restricted; and tobacco vending machines were banned.

SAN FRANCISCO

Community involvement was key to the November 1993 passage of a tough no-smoking law in one of the world's favorite tourist destinations. The San Francisco ordinance is the fruit of an ethnically diverse coalition, committed public officials, and a willingness to compromise in order to maintain an uphill climb to a smoke-free city. Despite a lawsuit filed by Philip Morris, signifying how seriously the tobacco industry regards the implications of San Francisco's ordinance, a public information campaign is underway in four languages to inform the public about the provisions of the law.



SAN LUIS OBISPO

When the city council met in August 1990 to consider strengthening the city's no-smoking ordinance, it accomplished what was, then, unimaginable—it rejected the prevailing public accommodation theory and broke the barrier for banning second-hand smoke in bars. Based on economic fears, the action was opposed by the Chamber of Commerce and Business Improvement Association. However, no objective study has ever found a negative financial impact on restaurants and bars caused by the ordinance. By 1994, six California cities and two counties had followed the trail blazed by San Luis Obispo and banned smoking in bars.

SAN MATEO

Resisting organized opposition from two tobacco industry front groups, the San Mateo City Council voted unanimously to eliminate smoking in workplaces, public areas, restaurants and bar areas within restaurants, becoming the first in the county to enact such a strong tobacco control policy. One council member became a tireless supporter of smoking control policies in other cities. One year later, seven cities in the county had passed strong smoking control ordinances and several others are considering ordinances.

SANTA ROSA

Seeking widespread input for expanding its tobacco control ordinance, Santa Rosa used the findings of three independently conducted surveys to gauge community attitudes toward tobacco regulation. After ten months of consensus-building, Santa Rosa adopted a strong smoking control ordinance. Even more remarkable however, was the city's action to complement its 1991 cigarette vending machine ordinance by adding a comprehensive youth access ordinance to reduce tobacco shoplift

concluded, "[there was] a lot of smoke and no fire."

UKIAH

Having passed a nonsmokers' rights initiative in 1981, way ahead of its time, this small city is no newcomer to tobacco control policies. The early policy made most public places smoke-free and gave workers a right to a smoke-free work area. After surveying all residents, city policy was amended in 1993 to require workplaces, restaurants and most other public places to be smoke-free, and to restrict the placement of vending machines. To minimize confusion and conflict, city leaders crafted legislation that dovetailed with Mendocino County's 1993 smoke-free ordinance.

VISALIA

Quality of life was the rallying cry in support of the city's strong smoke-free ordinance adopted in September 1991. After two years of consideration by two different city administrations, the ordinance was forced to a referendum in 1992. When all the ballots were counted, 70% of the voters supported it—the first strong tobacco control ordinance in Tulare County and one of the most comprehensive in the state.

WEST

HOLLYWOOD

Since its incorporation in 1984, the City of West Hollywood has enacted and modified its tobacco control policy eight times. The most recent amendment assures smoke-free dining for all. Such a long-standing and consistent concern, and the willingness to address the issue repeatedly, is rare in local tobacco regulation. The achievement is even more impressive when one considers the perilous history of tobacco control in other municipalities within Los Angeles County and the consistent opposition from the restaurant and entertainment industries.



CAROL M. BROWNER

Administrator, U.S. Environmental Protection Agency

"I applaud local

governments, they are

responding to the desires of

the public. The public knows

that secondhand smoke is

bad for them."

ing and over-the-counter sales to minors. Santa Rosa is the largest city in California with such a comprehensive youth access ordinance.

SOLANA BEACH

Solana Beach adopted the first 100% smoke-free restaurant and worksite ordinance in San Diego County in August 1992. Despite the handball tactics used by the tobacco industry in campaigning against the ordinance, the city council courageously maintained that economics would have to take a back seat to this public health concern. After ordinance adoption, sales tax figures from restaurants demonstrated no measurable change in revenues and not one restaurant applied for waiver of the new rules. As one council member

City government, the level of government closest to the people, has led the way in tobacco control in California. Responding to constituent concerns, city officials have courageously broken barriers in tobacco control policy in the last four years. Their actions have stimulated other levels of government to protect the public from environmental tobacco smoke and reduce access to tobacco products by minors.

Before December 1989, not one city in the United States completely banned smoking in workplaces and restaurants. By June 1994, more than 72 California cities had eliminated smoking in the workplace and 94 cities had eliminated smoking in restaurants. When state legislation requiring all workplaces to be smoke free was signed by the Governor, over 22% of Californians already lived in a local jurisdiction requiring both smoke free restaurants and workplaces. Furthermore, by June 1994, 40 cities had completely prohibited cigarette vending machines and 16 cities prohibited self-service tobacco displays.

This remarkable shift in public policy followed the implementation of California's Tobacco Education Program mandated by the passage of Proposition 99 in 1988. By increasing public awareness of the dangers of secondhand smoke and by creating an information resource network, the Tobacco Education Program, managed by the California Department of Health Services, set the stage for advances in policy.

California Smoke Free Cities, sponsored by the California Healthy Cities Project in partnership with the League of California Cities and Americans for Nonsmokers' Rights, has played a significant role in providing elected officials and city staff with accurate and timely information. Armed with the facts, city officials did the responsible thing. They assumed their historic role in protecting the public's health and acted to require workplaces, restaurants and other public places to be 100% smoke free and access to tobacco by children be minimized.

The California Smoke Free Cities 1994 Leadership Awards Program honors 22 California cities that have been at the forefront of the shift from health damaging to health promoting environments.

CALIFORNIA SMOKE-FREE CITIES



Sponsored by

California Healthy

Cities Project

American Nonsmokers' Rights

California Department of Health Services

California Department of Public Health

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CALIFORNIA SMOKE-FREE CITIES



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California Healthy
Cities Project

10/22/97

"Involvement in the Healthy Cities Project has allowed us to transform a theoretical concept of defining a healthy city into a concrete plan of action for creating a livable community...Ultimately, we can look back in ten years and see not only if we have become a healthy city, but also, perhaps, a model American city...The Healthy Cities process is a vehicle for getting there."

-Philip Hawkey, City Manager, City of Pasadena

"Healthy Cities provides us with a forum to participate in joint problem-solving for the common good. It is an excellent vehicle for citizen involvement and community participation."

-George Carvalho, City Manager, City of Santa Clarita

"When I first heard about the Healthy Cities Project, I realized that we as a city did many things that were already "healthy." The question was — how could we tie these activities together to become a Healthy City? By going through the process, we've learned how to open new doors throughout the community, allowing us to bring focus to issues important in San Ramon."

-Patricia Boom, Councilwoman, City of San Ramon



CALIFORNIA HEALTHY CITIES PROJECT

The California Healthy Cities Project is part of a growing international public health movement which focuses on the city and its total environment--including the physical surroundings, economic conditions, and social climate--as an arena for health promotion activities. The Project advocates that the public, private, and voluntary sectors work in concert with community residents to identify and address health priorities and related issues of livability. The development of responsive public policies, which preserve and promote individual and community health, is key to the Healthy Cities approach.

California Healthy Cities:

- utilize a collaborative, participatory approach to community improvement;
- join a circle of individuals and municipal leaders who are actively involved in creating healthy cities;
- receive staff support and programmatic resources to develop and implement programs and policies which address locally-identified priorities; and
- gain access to consultants with expertise and municipal experience in problem-solving, community-based health promotion, and coalition building.

Healthy City activities have included:

- the advancement of community-wide strategies to create a “tobacco free city”;
- the provision of adult literacy and English-as-a-Second Language programs to assist with living skills;
- the development of a Quality of Life index that will gauge community livability against a number of quantifiable variables; and
- the preservation of community open space along with the development of parklands and recreational amenities.

I. PURPOSE OF THE PROJECT

- To encourage municipal leaders to adopt a broad definition of health, recognizing the contribution of education, living conditions, employment opportunities, and support services to individual and community well-being;
- To promote a style of municipal governance that involves all sectors and which embraces ethnic and cultural diversity as part of a commitment to full community participation; and
- To foster collaborative community partnerships to identify and respond to health concerns and related issues of livability.

II. BECOMING A CALIFORNIA HEALTHY CITY

◆ Orientation Session ◆

Periodically, the Project sponsors orientation sessions which cities interested in being considered for formal participation, are *required* to attend. This interactive session includes:

- orientation to the Healthy Cities concept and the California model;
- guidelines for the development and implementation of a local project;
- suggestions for forming a steering committee which represents a variety of sectors within the community;
- discussion of needs assessment techniques and tools;
- explanation of the national health objectives, Healthy People Year 2000, and their application within cities;
- suggestions for project topics and related implementation activities; and
- assistance with identifying logical first steps for organizing a local Healthy Cities effort.

Each participant will receive extensive resource material. This information will assist with the development of local Healthy Cities efforts, recruitment of key community stakeholders, and promotion of the local project.

Workshop materials include the Project's Healthy Cities Resource Guide, an introductory videotape, and informational brochures for community distribution. These tools have been designed based on the experiences of the Project's first ten Charter Cities.

◆ *Application* ◆

Application for formal Project participation begins with the successful completion of the following steps:

- passage of a city council resolution that endorses participation in the California Healthy Cities Project and reflects commitment to the Healthy Cities concept;
- identification and recruitment of local steering committee members; and
- submission of a project description and workplan.

It is expected that these steps will be taken within six months of the city representative's attendance at an orientation session.

Project staff are available to provide consultation and assistance throughout the conceptualization and development of the application. At the request of interested cities, Project staff will meet with city officials, potential steering committee members, and community leaders prior to the submission of the application.

◆ *Requirements of Participation* ◆

California Healthy Cities agree to:

- attend Project-sponsored regional and statewide meetings;
- participate in the evaluation of the Project, both statewide and locally; and
- share resources, strategies, and experiences with participants in other cities as well as the statewide Project.

The designation of "*California Healthy City*" covers a one year period and will be renewable annually.

Although participation in the Project usually begins with the design and implementation of a specific *project*, the *process* of creating a healthy city is envisioned to be an ongoing commitment to a collaborative, participatory style of governance.

III. SUPPORTING HEALTHY CITY EFFORTS

A variety of services accrue to cities that become participants. Among these are:

- **Staff Support** - Project staff are available for telephone-assisted and on-site consultation;
- **Technical Assistance** - The Project assists with implementation activities within the city *, e.g., technical consultation or assistance with activities such as coalition building or fundraising techniques; funds to print and distribute project information; or to employ a part-time student intern;
- **Program Resources** - The Project provides a comprehensive Resource Guide, a wide array of reference materials; and access to a computerized database on Healthy Cities-type projects;
- **Leveraging Opportunities** - The Project provides assistance to cities in their efforts to secure external resources for local projects;
- **Marketing** - The Project furnishes camera-ready Project logo artwork, as well as a videotape on the Project, brochures, informational handouts, and promotional items to assist with local marketing and public relations efforts; and
- **Funded Travel** - The Project funds travel by participating city representatives to the Project-sponsored annual meeting.*

** subject to availability of statewide Project funds and the city's need*

IV. RECOGNIZING HEALTHY CITY ACHIEVEMENTS

Annually, the Project will recognize the accomplishments of California Healthy Cities. Recognition will be given to cities for work in a variety of categories, including:

- programmatic emphases
- innovative strategies
- creative partnerships
- effective use of resources
- related achievements consistent with the Healthy Cities philosophy, e.g. ordinances passed, changes in service delivery

**For additional information on becoming involved in the
California Healthy Cities Project contact:**

California Healthy Cities Project
P.O. Box 942732, Mail Stop 675
Sacramento, CA 94234-7320
(916) 327-7017
Fax (916) 324-7763



CALIFORNIA HEALTHY CITIES SELECTED ACCOMPLISHMENTS

ARCATA

- A **community center**, providing physical and social activities, was the focus of a year-long process by steering committee members and residents. Funding was obtained for design services and an architectural firm prepared a schematic plan of the building and the adjoining five-acre site.
- Steering committee members served as the citizen input component for an **integrated solid waste management plan**, developed to comply with legislation for identifying various methods of source reduction. The plan involves recycling and composting, management of special waste, and educational programs for residents on disposing of hazardous waste.

BERKELEY

- A multi-year effort, Berkeley has increased community input and involvement for achieving a **safe, attractive, and economically vital neighborhood** for the Telegraph Avenue/Southcampus area. During their first year, Berkeley conducted over 1,600 Mobile Crisis Team contacts; over 500 instances of graffiti removal; over 750 contacts with homeless persons; and over 200 contacts with students-residents regarding safe sex/HIV information. As a result, the area has seen a 26% decrease in violent crime arrests and a 36% reduction in arrests for assaults.

CHICO

- Based on a community-wide initiative, *Healthy Chico Kids 2000*, efforts focused on **youth nutrition and health promotion**. Chico conducted nutrition education for over 1,000 students in grade K-6; 3 public lectures for over 300 residents; an in-service nutrition training for 30 teachers; and a K-12 school dietary analysis. In addition, 2 nutrition and health resource centers were established and 2 youth-focused billboards were sponsored per month. Data for a 5th grade nutrition survey is currently being compiled and analyzed.

DUARTE

- Duarte is currently initiating a **blood drive and bone marrow registry**. Businesses are being encouraged to adopt policies which allow employees time-off for donations. Over 300 children have been vaccinated at Duarte's **Immunization Fairs** which have been conducted in partnership with local health care providers, a service club and the Duarte Unified School District. Over 120 residents have participated in an Earthquake Preparedness Night, learning how to prevent property damage and personal injury.
- The City of Duarte was selected as a test site for distribution of the *Wellness Guide*, an 80-page illustrated book on how to stay well developed by the School of Public Health at the University of California, Berkeley, and the Office of Prevention of the California Department of Mental Health. Duarte mobilized over 100 volunteers to deliver English and Spanish versions of the *Guide* to all 8,000 households in the city. In 1991, the city was the recipient of the League of California Cities' Helen Putnam Award for Excellence for this community wellness program. The California Healthy Cities Project was recognized as a partner in this award.

ESCONDIDO

- Escondido is currently developing a **database of indicators for alcohol problems** within the community. The database will support and advance alcohol policy directions established by the city council, as well as provide a valuable monitoring and evaluation tool for prevention policies and strategies as they are implemented in the future.

ESCONDIDO
(cont.)

- The 44-member La Vida Buena Coalition in Escondido worked within the community during a year-long process to develop **culturally-appropriate health promotion programs** to address health and wellness needs affecting the city's Latino population. Activities included a needs assessment, a survey of 305 members of the target population, and the development of programs to increase physical activity and promote nutrition education. Escondido received a 3-year grant from the California Department of Health Services to carry out their efforts. Over 60 copies of the needs assessment were distributed throughout the community and to coalition members. The city also incorporated bilingual (Spanish/English) signage into their Master Plan for Parks and Recreation.

LONG BEACH

- A city-wide campaign to educate the public about transmission and prevention of HIV infection included a **workplace education program designed to inform workers and employers about AIDS**. A \$5,000 grant from Kaiser-Permanente Community Service Fund helped to implement the project. An "AIDS in the Workplace" Conference was held for 30 local employers, focusing on legal and psycho-social issues of employing people with AIDS.

MONTEREY PARK

- The city's *Literacy for All Monterey Park* (LAMP) program serves approximately 300 residents learning English as a second language (ESL) and the functionally-illiterate using a 100-plus volunteer teaching staff. Monterey Park incorporated tobacco education into ESL classes, reaching 50 students, and coordinated with the Alhambra Health District to reach an additional 100 ESL students. A U.S. citizenship workshop for 61 immigrants was also sponsored.

OAKLAND

- Oakland is currently developing a **Youthline** as a resource for referral and advice for Oakland's youth. Current efforts entail the securing of resources including grant funding; recruitment of volunteers; design of a multi-cultural promotion campaign; and development of a training component.

OCEANSIDE

- Oceanside is conducting a community-wide effort to **improve the safety and appearance in a demonstration neighborhood** through positive community-based projects. The city conducted a bi-lingual survey of over 200 residents and developed a program entitled "Community Begins With Me!" to address graffiti abatement and award home beautification efforts.

PALM DESERT

- Palm Desert is currently implementing a **Gatekeeper program** to identify at-risk seniors for neglect, abuse, improper medication, and financial exploitation. The program is conducted in partnership with the Riverside County Office of Aging, postal employees, local banks and refuse collectors.
- The city updated its **Multi-Function Hazard Plan** as part of an on-going focus on injury prevention; distributed a city newsletter highlighting emergency-disaster preparedness information to 25,000 residents; and the Emergency Service Coordinator conducted training for 3 communities including 225 residents and 150 employees of local businesses.
- A **safety belt campaign** in the city resulted in increased usage of 13 percent. The campaign was conducted in partnership with the Riverside County Office of Education and the Riverside County Sheriff's Department with funding from a \$16,000 grant from the California Office of Traffic Safety. Computer software for tracking injuries within the City of Palm Desert was also developed and is being used to target additional injury control efforts.

PASADENA

- Pasadena produced the *Quality of Life Index* which will be used for targeting community needs and resources and implementing health promoting policy. It was based on extensive community consultation, involving residents, a broad-based steering committee, technical advisory panels, special interest and neighborhood discussion groups, and city department heads. Fifty-five performance measures included a wide variety of factors which influence community life such as arts and culture, education, health, employment and housing. The entire *Consensus Set of Indicators*, recommended by the Center for Disease Control and Prevention, were incorporated into the *Index* and one-third of the *Index* objectives addressed *Healthy People 2000* objectives. Over 3,600 copies of the *Index* have been distributed in Pasadena, as well as throughout California and beyond.

PITTSBURG

- Three hundred at-risk youth in Pittsburg received **education and outreach services to prevent gang-related activities**; and a 20-act talent contest between 2 rival junior high schools was sponsored. A city-county **partnership to promote moderate physical exercise** among their at-risk populations received funding from the California Department of Health Services. Grant funding was received from the California Office of Traffic Safety to promote pedestrian and bicycle safety in partnership with Contra Costa County.

ROHNERT PARK

- A 100 percent **smoke-free restaurant ordinance** was passed. An intern visited 62 restaurants and provided business owners and employees with table tents and buttons to help inform customers about the ordinance. Rohnert Park's *Tobacco-Free Business Project* reached 500 local businesses with free educational materials, self-help guides, assistance in developing worksite policies, and smoking cessation classes. The *Business Project* received \$150,000 in grant funding from the California Department of Health Services' administered Proposition 99 (tobacco tax) monies.
- Rohnert Park conducted a **key informant survey** of over 120 individuals to assess health and human service needs within the community, as well as the barriers which are likely to inhibit residents from using such services. Members from a cross-section of the community formed an advisory committee. Technical assistance was received from California State University, Sonoma. The top priority needs included a supervised activity center for youth; an integrated effort to coordinate substance abuse education, treatment and prevention programs; and a multi-service center to provide one-stop access for health and human service needs.
- A 1995 **community calendar**, focusing on health related topics, has been designed. It will be distributed to over 7,000 students.

ROSEVILLE

- Roseville **surveyed approximately 130 clients** in the Women, Infants and Children Supplemental Food Program to learn about their behavioral risk factors and need for additional services; produced a monthly cable television series entitled "City of Roseville Health Talk," available to 17,000 households; and distributed a city newsletter highlighting the Healthy Cities concept and their action plan to 53,800 residents.

SAN FRANCISCO

- Focusing on the Tenderloin neighborhood, San Francisco has assessed the level of immunizations for children up to two years old and developed a plan for increased **education and timely immunizations**. Outreach to residents has included advertising and informational flyers in five languages (Cambodian, Chinese, Spanish, Vietnamese and English); and promotional messages printed on milk cartons and grocery bags, provided by a local grocery chain, encouraging on-time immunizations.

SAN RAMON

- San Ramon's first year efforts focused on increasing awareness of the health risks associated with the use of tobacco products, including a pre- and post-test of local business owners' knowledge of local tobacco ordinances. Over 80 percent of the city's businesses were visited and provided information on the city's ordinance as well as restrictions on tobacco sales to minors.

SANTA CLARITA

- Santa Clarita Educated Communities United in Response to Emergencies (SECURE) trained over 3,500 families for 72 hours of self-sufficiency following a disaster. In addition, an emergency preparedness guide was distributed to over 60,000 residents.
- Santa Clarita dedicated a new portion of the city's walking trail/open space development plan in conjunction with its first annual "Healthy Cities Day," attended by over 200 residents. In addition, a city-sponsored walking program enrolled 300 residents.

SOUTH EL MONTE

- As a result of a grassroots health promotion effort, over 1,000 children were immunized in the City of South El Monte during an 18 month period by offering evening clinics at its senior center. Partners in this effort included the Los Angeles County Health Department and medical professionals who volunteered their time.

WEST HOLLYWOOD

- West Hollywood is currently publishing a community newsletter in three languages (Russian, Spanish and English) for linguistically isolated families. Articles focus on culturally appropriate information on health, safety and municipal resources.
- West Hollywood opened an Adult Day Health Center, serving 50 participants daily -- 25 people with AIDS and 25 elderly persons -- in partnership with the Los Angeles Free Clinic. The Center was the first in the state and the nation to serve both populations. West Hollywood published 3,500 copies of a 25-page *Long Term Care Guide*. The Guide focused on services available for people living with AIDS and was distributed to city residents.

NEWLY PARTICIPATING CITIES

CHINO HILLS

- As a first initiative, Chino Hills is establishing a mentoring program in partnership with the Youth Accountability Board of the San Bernardino County Probation Department. CHAMP (Chino Hills Advisory and Mentoring Program) will pair an adult volunteer mentor with either a high school student or a first-time, non-violent juvenile offender to encourage connections with counseling services, trainings, jobs, and recreation opportunities while also completing Probation Department requirements. Volunteers will also be recruited and trained to fill positions on the Youth Accountability Board and to serve as mentors.

CHULA VISTA

- With a focus on young people, Chula Vista's goal is to increase youth involvement and participation in the production of a newspaper, produced for youth by youth. Articles will focus on important health and social issues such as nutrition, physical fitness, preventing unwanted pregnancies, HIV/AIDS, and drug and alcohol prevention.

PALM SPRINGS

- Palm Springs first initiative will focus on strategic planning and community consensus building, creating a common vision and identifying the processes which can improve quality of life. Objectives include the development of a vision statement; completion of a community health assessment, an environmental scan, and the Civic Index (developed by the National Civic League); designation of priority areas for program development; and an implementation plan for 1995-96.

San Ramon, Santa Clarita, South El Monte, West Hollywood